In the Claims

Listing of Claims

This listing of claims will replace all prior versions, and listings of claims in the application.

1.   (currently amended) A computer implemented method of providing to a customer customized media at a physical point of sale (PPOS) at a time of a sales transaction for a good/service, comprising the steps of:

storing a plurality of customer media profiles in a computer memory ~~database~~, each of the customer media profiles comprising a customer identifier and a media content type identifier associated with the customer identifier, the media content type identifier identifying a type of information, <u>the type of information comprising information that is pre-selected by the customer prior to the time of the sales transaction for a good/service</u>;

receiving a customer identifier from a customer at a point of sale computer located proximate to the PPOS, the point-of-sale computer being in electronic communication with the computer memory ~~database~~;

retrieving from the <u>computer</u> memory ~~database~~ a media profile that is associated with the customer identifier received from the customer, by the point-of-sale computer;

generating <u>via a computer processor</u> an item of current <u>time-sensitive</u> information, the content of the generated item of current <u>time-sensitive</u> information being determined by the time of the sales transaction for the good/service and the <u>type of information pre-selected by the customer</u> ~~type of information~~ <u>and</u> identified in the retrieved media profile; and

communicating the generated item of current <u>time-sensitive</u> information, to the customer at the PPOS proximate to the time of the sales transaction.

2.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises providing to the customer at the PPOS a printed publication including the generated item of current information.

3.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises printing the item of current information on a sleeve of a coffee cup that is provided to the customer at the PPOS.

4.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises printing the item of time-sensitive information on a tray mat that is provided to the customer.

5.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises printing the item of current information on packaging of a good that is sold to the customer.

6.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises printing the item of current information on a bag in which a good is provided to the customer.

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7.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises wirelessly transmitting at the PPOS the item of current information to the customer.

8.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises wirelessly transmitting at the PPOS the item of current information to a mobile computer device of the customer.

9.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises wirelessly transmitting at the PPOS the item of current information to a personal digital assistant of the customer.

10.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises wirelessly transmitting at the PPOS the item of current information to a personal communication device of the customer.

11.   (previously presented) The method of claim 1, wherein the step of communicating the generated item of current information comprises wirelessly transmitting at the PPOS the item of current information to a web-enabled telephone of the customer.

12.   (original) The method of claim 1, wherein the media profile is unique to the customer.

13.   Canceled

14.   (original) The method of claim 13, wherein the customer selects the media content type when setting up or editing the media profile.

15.   (original) The method of claim 14, wherein the setting up or editing of the media profile by the customer is accomplished online via the Internet.

16.   (previously presented) The method of claim 1, wherein the item of current information includes information obtained over the Internet at the time of the sale of the good or service.

17.   (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises an electronic coupon.

18.   (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises a game piece of a promotion associated with the good or service sold.

19.   (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises AvantGo^{TM} type channel content.

20.   (withdrawn) The method of claim 1, wherein the item of the identified media content type includes a movie/video review.

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21.   (withdrawn) The method of claim 1, wherein the item of the identified media content

type includes a movie or video review of an upcoming or currently released movie or video.

22.   (withdrawn) The method of claim 1, wherein the item of the identified media content

type comprises an electronic publication to which the customer subscribes.

23.   (withdrawn) The method of claim 22, wherein the publication is a magazine.

24.   (withdrawn) The method of claim 23, wherein subscription information of the customer

is stored in association with the unique identifier of the customer.

25.   (withdrawn) The method of claim 1, wherein the media content type comprises weather

information.

26.   (withdrawn) The method of claim 1, wherein the media content type comprises

nutritional information.

27.   (withdrawn) The method of claim 1, wherein the media content type comprises sports

information.

28.   (withdrawn) The method of claim 1, wherein the media content type comprises news.

29.   (withdrawn) The method of claim 1, wherein the media content type comprises financial information.

30.   (withdrawn) The method of claim 1, wherein the media content type comprises a stock quote.

31.   (withdrawn) The method of claim 30, wherein the stock quote comprises a real-time stock quote.

32.   (withdrawn) The method of claim 1, wherein the media content type comprises traffic information.

33.   (withdrawn) The method of claim 32, wherein the traffic information pertains to a route predetermined by the customer.

34.   (withdrawn) The method of claim 1, wherein the media content type comprises a horoscope of the customer.

35.   (withdrawn-currently amended) The method of claim 1, wherein the item of current information deliverable comprises a cup sleeve having the item of the identified media content type printed thereon.

36.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ comprises a bag having the item of the identified media content

type printed thereon.

37.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ includes a collection of web clippings.

38.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ includes a printout of a web page.

39.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ does not consist of a record of the sale.

40.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ is not a receipt of the sale.

41.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ includes audio.

42.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ includes audio-video.

43.   (withdrawn-currently amended) The method of claim 1, wherein the <u>generated item of</u>

<u>current information</u> ~~deliverable~~ includes images and/or pictures.

44.   (withdrawn) The method of claim 1, wherein the PPOS is a restaurant.

45.   (withdrawn) The method of claim 1, wherein the PPOS is a McDonald's^{TM} restaurant.

46.   (withdrawn) The method of claim 1, wherein the PPOS is a Krispy Kreme^{TM} restaurant.

47.   (withdrawn) The method of claim 1, wherein the PPOS is a coffee shop.

48.   (withdrawn) The method of claim 1, wherein the PPOS is a Starbucks^{TM} coffee shop.

49.   (withdrawn) The method of claim 1, wherein the PPOS is a Seattle's Best^{TM} coffee shop.

50.   (withdrawn) The method of claim 1, wherein the PPOS is a Caribou^{TM} coffee shop.

51.   (withdrawn) The method of claim 1, wherein the PPOS is an automobile service store.

52.   (withdrawn) The method of claim 1, wherein the PPOS is a Firestone^{TM} automobile

service store.

53.   (withdrawn) The method of claim 1, wherein the PPOS is a video rental store.

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54.   (withdrawn) The method of claim 1, wherein the PPOS is a Blockbuster^{TM} video rental

store.

55.   (original) The method of claim 1, wherein the identifier comprises an account number of

a loyalty program in which the customer is enrolled.

56.   (original) The method of claim 1, wherein the identifier comprises a public key of a

public-private key pair of the customer.

57.   (original) The method of claim 1, wherein the step of receiving an identifier at the time of

the sale of the good or service comprises reading the identifier from a magnetic stripe card of the

customer at the PPOS.

58.   (withdrawn-currently amended) A computer implemented method of providing

customized media to a customer at a physical point of sale (PPOS) at a time of a sales transaction

for [[of]] a good or service comprising the steps of:

        (a)   accessing a plurality of customer media profiles stored in a computer memory,

each of the customer media profiles comprising a customer identifier and a media content type

identifier associated with the customer identifier, the media content type identifier identifying a

type of information, the type of information comprising information that is pre-selected by the

customer prior to the time of the sales transaction for a good/service;

[[(a)]](b)   receiving [[an]] the customer identifier from the customer at a point of sale

computer located proximate the PPOS, the point-of-sale computer being in electronic

communication with the database;

[[(b)]](c)   determining [[a]] via a computer processor the media content type of

information a that has been pre-selected by the customer prior to the time of the sales transaction

for a good/service;

[[(c)]](d)   generating via the computer processor an item of current time-sensitive

information, the content of the generated item of current time-sensitive information being

determined by the time of the sales transaction for the good/service and the type of information

pre-selected by the customer identified in the retrieved media profile a deliverable by obtaining

an item of the determined media content type; and

(d)   communicating the generated item of current time-sensitive information

deliverable to the customer at the PPOS proximate to the time of the sales transaction.

59.   (withdrawn) The method of claim 58, wherein the identifier uniquely identifies the

customer.

60.   (withdrawn) The method of claim 58, wherein the identifier uniquely identifies a class of

customers from a plurality of classes of customers.

61.   (withdrawn) The method of claim 58, wherein the classes of customers are mutually exclusive.

62.   (withdrawn) The method of claim 58, wherein the identifier uniquely identifies a subset of classes of customers from a set of a plurality of classes of customers.

63.   (withdrawn) A method comprising:

(a)   maintaining in a computer database a plurality of media profiles for customers, each media profile each media profile identifying types of media content previously identified by each customer;

(b)   receiving a unique identifier and retrieving the media profile for the unique identifier received;

(c)   obtaining media content in accordance with the media profile identified in the retrieved media profile; and

(d)   communicating the media content to the particular customer in conjunction with a purchase by the customer at a physical point of sale of the purchase.